Proposed Synopsis for the Ph. D. Degree in Commerce & Management

MARKETING OF BEACH TOURISM IN MAHARASHTRA STATE

Swami Ramanand Teerth Marathwada University, Nanded.

Synopsis

For the Degree of

Doctor of Philosophy in Management science under the faculty of Commerce & Management

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March-2022

1.0 INTRODUCTION

1.1 What is Tourism?

Tourism is the largest and fastest-growing industry across the world. It is a source of revenue and employment. It also gives the opportunity for people to understand the culture, civilization, and religious aspects of a country. There are many countries whose main source of revenue is Tourism. It is an export that is not visible which earns valuable foreign exchange without any substantial or actual loss of internal resources. Tourism is a unique type of highly labour-intensive industry. It provides different services that are needed as well as expected by the incoming tourists. Tourism is one of the largest industries in terms of money spent by tourists in the countries they visit. The amount received from the Tourism industries sometimes exceeds the Gross National Product of many countries.

"Tourism is an activity done during a leisure time". Tourists are the core part of the tourism. There are various types of tourism like beach tourism, pilgrimage tourism, sports tourism, cultural tourism, eco-tourism, adventure tourism, etc. A wide range of the travel industry in India has enrolled remarkable development in the most recent decade ever. Since the Indian government chose to support incomes from the travel industry segment by anticipating India as a definitive place of interest India has dependably been known for its hospitability, uniqueness and appeal qualities that have been pulling in outside voyagers to India. The problems in tourism resist the development process. Route problems can affect the performance of the tourism. But on the other hand prospects show the result of the problems.

1.2 Tourism in India:

India is one of the popular tourist destinations in Asia. India has fascinated people from all over the world with her secularism and her culture. Hence, India is a country with a great potential for tourism. Bounded by the Himalayan ranges in the north and surrounded, on three sides by Arabian sea, Bay of Bengal and Indian Ocean, India offers a wide array of places to see and things to do. The enchanting backwaters, hill stations and landscapes make India a beautiful country.

There are historical monuments, beaches, places of religious interests, hill resorts, etc. that attract tourists. Every region is identified with its handicraft, fairs, folk dances, music and its people. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. It promotes national integration and international brotherhood.

In 2005 the Indian Tourism Development Corporation started a campaign called Incredible India to encourage tourism in India. The slogan of this campaign is Athithi Devoh Bhavah. For better growth, the department divided different places into different sections like spiritual tourism spa tourism eco-tourism, and adventure tourism.

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US$220 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US$420 billion) by 2028 (9.9% of GDP).

1.3 Beach Tourism:

Beaches along the coast provide numerous recreational opportunities for millions of people. Boating, fishing, swimming, walking and sunbathing are among the numerous activities enjoyed by beachgoers. Beaches provide unique habitats for a variety of plants and animals.

Most of the migratory water fowls depend on coastal beaches during their life span. In the hot wet climate of the tropics, mangrove trees dominate estuarine lagoonal beaches. In the harsher climate, beaches are dominated by a few species of hardy grasses and bushes that can withstand strong winds and intense summer sun. With this unique beach ecosystem, there is a large scope for the development of beach tourism in an ecologically sound manner.

Beach tourism has grown significantly throughout the world bringing enormous economic benefits to host communities, and causing many environmental and social impacts to the coastal environment. Development of beach resorts and attractions continues to expand to meet increasing intra-regional and domestic demand which is supplemented by long-haul demand.

India is a land with a long coastline measuring over 6,700 km and washed by the Arabian Sea to the west, the Bay of Bengal to the east and the Indian Ocean to the south. Flanking the Konkan/Malabar coast of Maharashtra, Kerala, Karnataka and Goa, are the Western Ghats. India is endowed with several beautiful beaches, dotting its long coastline.

1.4 Tourism Statistics

The economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) is estimated at US$1.9 trillion, above the US$1.6 trillion in 2020, but still well below the pre-pandemic value of US$ 3.5 trillion. Export revenues from international tourism could exceed US$700 billion in 2021, a small improvement over 2020 due to higher spending per trip, but less than half the US$1.7 trillion recorded in 2019.

Average receipts per arrival are estimated to reach US$1,500 in 2021, up from US$1,300 in 2020. This is due to large pent-up savings and longer lengths of stay, as well as higher transport and accommodation prices. France and Belgium reported comparatively smaller declines in tourism expenditure with -37% and -28%, respectively over 2019. Saudi Arabia (-27%) and Qatar (-2%) also posted somewhat better results in 2021.

Foreign tourist arrivals in India (1997–2020)

	Arrivals (millions)	% change
1997	2.37	3.8
1998	2.36	−0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	−4.2
2002	2.38	−6.0
2003	2.73	14.3
2004	3.46	26.8

2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	−2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14.0
2018	10.56	5.2
2019	10.93	3.5
2020	2.74	-74.9

Source:
(https://en.wikipedia.org/wiki/Tourism_in_India#:~:text=Tourism%20in%20India%20is%20important,8.1%25%20of%20its%20total%20employment)

Foreign tourist visits by State:
Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2018

S.No	State/UT	Number	Percentage (%) Share
1	Tamil Nadu	6,074,345	21.0
2	Maharashtra	5,078,514	17.6
3	Uttar Pradesh	3,780,752	13.1
4	Delhi	2,740,502	9.5
5	Rajasthan	1,754,348	6.1
6	West Bengal	1,617,105	5.6
7	Punjab	1,200,969	4.2
8	Kerala	1,096,407	3.8
9	Bihar	1,087,971	3.8
10	Goa	933,841	3.2
Total of Top 10		25,364,754	87.9
Others		3,507,630	12.1
Grand Total		28,872,384	100.00

Source:
(https://en.wikipedia.org/wiki/Tourism_in_India#:~:text=Tourism%20in%20India%20is%20important,8.1%25%20of%20its%20total%20employment)

India is blessed with 7516. 6 km of coastline on both the Western and Eastern boundaries surrounded by the Indian Ocean and Bay of Bengal. Out of the total coastline of so many kilometers on the Western Frontier 720 km contributed by Maharashtra alone offering beautiful beaches spread over the districts of Sindhudurg, Ratnagiri, Raigad, Palghar, Thane,Navi Mumbai and Mumbai City.

2. LITERATURE REVIEW

[1] N Murugesan (1992) Madurai Kamraj university in his study "Tourism Marketing in Tamilnadu- A study of Tourist attitude'' has focused on Tourism Development and attitude of Tourist attitude in Tamilnadu. He further analysed the factors affecting on the attitude of Tourist. He has reviewed Tourism marketing, International Tourism marketing, problems of Tourism marketing and suggested promoting measures for Tourism industry

[2] M D Thakar (July 2004) In his study of problems and prospectus of Tourism industry in Gujrat ha has studied Tourism in Rajkot, Jamnagar, Dhwarka, Junagad, Somnath. He has further highlights the present position of Tourism industry in Gujrat and find out the problems like Government, policy, the facility provided at the place of Beaches, Temples. He has also studied the problem like lack of finance, shortage of manpower, infrastructure, and transport service at the tourist places. Finally, he has suggested some remedial measures to improve the present condition of Tourism industry in Gujrat.

[3] Raja Swamy (2009) The growth of tourism in Tarangambadi has benefited in several ways from the post-tsunami reconstruction efforts of the state government. While fisher people are being relocated to a new inland housing complex about 590 meters from the coast, the area of historic Tranquebar comprising the southern section of Tarangambadi is being claimed by a variety of tourism interests seeking to develop the area's 'heritage' sites. This paper argues that the cultural encounter embodied in their relationship between the growth of tourism and the displacement of the fishing community is centred on a process of silencing that is central to the hegemonic production of place in Tarangambadi.

[4] Ghorude K; Katti Nandini - Sustainable Tourism and Economic Development for Maharashtra - (2011) - The present paper sharply focuses on tourism industry in Maharashtra. Tourism today is well recognized engine of growth. In the debate over sustainable tourism. The economic costs and benefits need to be considered with great sensitivity. Tourism industry contributes to the economic development of India and Maharashtra. The benefits are in the form of employment generation, foreign exchange generation, through the impact of multiplier effect.

[5] Proshanta Kumar Ghosh and Debajit Datta (2012) This study concludes that coastal areas are among the most densely populated zones worldwide and at the same time subjected to rapid environmental changes due to their land-sea interface locations. The phenomenal growth of coastal tourism in the last few decades, especially in the tropical countries, has

created environmental havocs by drastically altering the local ecological milieu in which the indigenous communities have thrived for generations. Kovalam, a coastal village of Kerala, India, has been studied to assess the status of beach dependent tourism and its impact on the sustainability of beaches in the long run through participatory community appraisals.

[6] Brilliant Rajan, Vincy Varghese and Anakkathil Pradeepkumar (2013) In this study Kerala, where coastal tourism plays a major part of the state's economy, the management of beaches is crucial for maintaining their quality and therefore continuing to attract tourists. The ecosystems, typically stressed by development activity along the Indian coastal areas, are particularly vulnerable to socio-economic driving forces. The planning and management of coastal tourism can be improved through more careful understanding of social and ecological systems and their linkages, with a view to ensure a development that lasts, not only for tourism but also for the host destination. The present study gives a comprehensive idea on both sustainability of coastal areas and a prerequisite for the carrying capacity based development in tourism destinations.

[7] Eduardo Bessa,Fernanda Silva and Jose Sabino (2017) In this studythere is a growing nature tourism industry that encourages and enables people to interact with fish. Fish provide an important source of food for humans as well as play an important role in regulating ecosystems. Compared to the many studies that focus on potential impacts of tourism on terrestrial animals, there are relatively few that have focused on fish tourism. We describe how fish respond to divers and snorkelers as well as how they respond to food provisioning by ecotourists by focusing on the physiological, behavioral, and community impacts of these non-extractive uses. We hope that by clearly articulating the chain of potential impacts, tourism operators and tourists can minimize their impacts and protect both the fish and the aquatic community in ways that ultimately facilitate both sustainable tourism and habitat and species protection.

[8] Nirdesh Bal Lama, "Economic Dimension of Tourism in Langtang Village (2019) This study concludes that tourism is one of the important sources of economy in Langtang village. Many households make significant income through conducting businesses such as hotel, restaurants, guide and pottery service, trekking service and several others. But the scale of operation, quality tourism products, and other amenities are lacking for the optimum growth of this sector in this region. It is recommended to the community that collective bargains could be made to the governments for improving and investing more on tourism sector, concerned policy makers could extend helping hands to the investors in tourism sector in Langtang village through tax rebates, subsidies, which could attract more tourists into the village, and the local governments should first identify the potential tourism attractions, make plan and manage resources to preserve, and present them in attractive manner.

[9] Suchismita Prusty and Suman Nama (2020) In this paper researcher discussed that in recent years, artisanal fisheries face a severe problem due to a decline in income and job rate, which insecure their livelihood. A new concept to address this challenge is sustainable fishing tourism, which diversifies the fishing activities, provides surplus income for fishers, and reduces the fishing effort's intensity. Since it provides a more significant income source, the intensity of tourism activities has increased day by day and becomes a threat to sensitive marine habitats such as coral and sea grass beds. Fishery managers need to create mass

awareness of fishing tourism and adopt a community-based approach for effective management and conservation of habitat.

[10] A. B. Orishev (2020) The article raises the actual topic of teaching the discipline "Fishing tourism" at the Timiryazev Academy. The etymology of the term "tourism" is considered; the ambiguity of its perception in relation to fishing is shown. The positive role of amateur fishing as a health-improving type of tourism is shown. Fishing is shown not only as recreation, but also as a tool for the development of rural areas. A brief review of modern literature on fishing tourism is given, problems associated with the publication of monographs and training manuals on fishing are indicated. A short excursion into the lecture course on the discipline "Fishing tourism" is made. The data on the content of some practical lessons are given. A detailed analysis of the traditional fishing methods taught by students is given. The role of reservoirs located on the territory of the Timiryazev Academy is shown, where students consolidate the skills acquired in classrooms. The main scientific result: the article proves the validity of including the discipline "Fishing tourism" in the curriculum for training bachelors studying in the direction of "tourism".

[11] Fishing tourism of recreational fisheries is a multibillion dollar outdoor activity. The fishing tourism in Nepal is yet to be systematized. Focusing on this need, the present paper attempts to pioneer how recreational fisheries in Nepal could be useful having commendable world renounced fish resources, luring pristine and suitable scenic landscapes for promoting fishing tourism. It is argued that fishing tourism should be systematically regularized and practiced in close collaboration with traditional ethnic fisher communities. Considering the potentiality, we elucidate the result of value chain analysis, arguing that promotion and streamlining of fishing tourism along with the traditional fishers could generate immense livelihood opportunities for resilience along with fish conservation.

Book Review:

1. Fridgen Joseph D - Dimensions of Tourism - 1996 - The lent's of present books is historical dimensions of tourism, psychological dimensions, perceptions and psychological dimensions, personality, values, and learning, social and cultural dimensions' international dimensions, economic dimensions of tourism, environmental dimensions, services of the traveller, tourism planning and development, marketing, perspectives and planning, marketing tools and, research and measurement and tourism policy.
2. Weiermair Klaus and Mathies Christine - The tourism and Leisure Industry - Shaping the future. (2005) - The content of this book is the customization of life and leisure, changes in demographics, stages of life and leisure behavior, the globalization of leisure or rediscovering slowness, cultural leisure behavior. Changing patterns in lifestyle and implication for leisure behavior, and information technologies in leisure and tourism. This is a stimulating book about the future, it is comprehensive covering future in implications from a corners of the globe. A great mix of research and practical information.
3. Harish R - Space Travel and Tourism New frontiers - (2007) - This book is primarily about space tourism. There is however considerable coverage on space travel as the two are memorably intertwined. To a large extent space tourism is nothing but space travel

undertaken as a leisure activity and space tourism depends on the development of cost - effective means for space travel.

3. IMPORTANCE OF THE STUDY

Beach tourism has been developing over the entire coastline of Maharashtra. Though the basic infrastructure is yet to be developed all along. Big Resort projects from the large players are also being planned at various nooks and corners of the beaches. Tarkarli is comparatively much developed with the water sports and scuba diving introduced on the line of beaches of Goa. The modernization of NH-66 with the 4 lane FastTrack Highway and the inauguration of international airport at Chipi and with the development of coastal highway these beaches will portray their desired potential. Research work had the material time on these lines is therefore of immense importance, which will provide a baseline not only for the research but upcoming entrepreneurship on the paradise beaches of the Maharashtra. The study will be helpful to travel agents, hoteliers, tour operators, tourists, other service providers, etc.

4. OBJECTIVES OF THE STUDY

1) To Study the status and potential of beach tourism in Maharashtra.
2) To Develop Strategies for diverting tourists of Goa towards the beaches of Maharashtra in general and Sindhudurg in particular.
3) Explore international marketing on the backdrop of Chipi International Airport.
4) Analyze and suggest peripheral activities for beach tourism such as proposed Ocean area.
5) Evaluate the present policies and planning of state Tourism Development.
6) Access the tourist's satisfaction level with current tourism facilities.
7) Identifying the factors influencing beach tourism.

5. HYPOTHESIS OF THE STUDY

1) The beach tourism of Maharashtra has equal potential with any other similar proven sites or locations.
2) Infrastructure development of highways and airport provide an opportunity to attract International tourists at Maharashtra beaches.
3) There is a significant relationship between interest of tourist and selection of the tourist spot.
4) There is a significant co-relation between development of hospitality industry and turnover of tourists at the beach.

6.0 RESEARCH METHODOLOGY&SAMPLING DESIGN

6.1 Research Methodology

The present study will depend on mainly primary and secondary data. It proposes to generate quantitative and qualitative data from various stakeholders like MTDC, tourists, hotel owners etc. The data relating to beach tourism industry, problems and prospects, employment generation and marketing for fisheries tourism will be collected for the analysis and interpretation of the study.

1) Primary Data:

The present study will be conducted based on primary data. The primary data will be collected through a well-structured qualitative and quantitative questionnaire from the selected subjects (samples) and Interview schedule from the selected subjects. A questionnaire and Interview schedule will be adopted from different literature with modifications to suit the present study. The questionnaire and interview schedule includes multiple choice questions, open ended and closed ended questions. Personal interview will be taken from officials of Maharashtra Tourism Development Corporation and other government officials.

2) Secondary Data:

For the present study the information needed for the study will be collected from various following way.

1) Books and newspapers article.

2) Magazine and journals

3) Government records and reports.

4) Research projects

5) Internet.

6) MTDC and other government officials.

8) Market research agencies, etc.

6.2 SAMPLING DESIGN.

Beaches which are less visited are, Sindhudurg- Taramumbri and Mithbav, Ratnagiri- Arevare and Madban, Raigad- Kihim and Thane- Uttan. Since question yaar cannot be executed for want of tourists. The potential will be accessed to interview method. Experts and the locals shall be interviewed for the potential and possibilities.

Suitable questionnaires will be executed to the operators and the tourists at the following beaches:

Sr.No.	Sample Description	Area	No. of Samples
1	**Tourists**	**Sindhudurg** 1) Tarkarli 2) Kunkeshwar 3) Velaghar **Ratnagiri** 1) Ganpatipule 2) Guhagar 3) Dapoli **Raigad** 1) Alibag 2) Murud 3) Harihareshwar **Palghar** 1) Arnala 2) Satpati 3) Kelva **Mumbai City** 1) Juhu Choupati 2) Girgaon Choupati 3) Marvey **Navi Mumbai** 1) Pirwadi 2) Kegav	 50 35 30 50 37 45 50 35 40 50 35 30 47 39 38 35 30
			= 676
2	**Hotels**	Tarkarli, Kunkeshwar, Velaghar, Ganpatipule, Guhagar, Dapoli, Alibag, Harihareshwar, Murud, Arnala, Satpati, Kelva, Juhu Choupati, Girgaon Choupati, Marvey, Pirwadi, Kegav.	170 (10 hotels at each beach)
3	**Home Stay**	Tarkarli, Kunkeshwar, Ganpatipule, Guhagar, Dapoli, Alibag, Harihareshwar, Murud, Arnala, Satpati, Kelva, Juhu Choupati, Girgaon Choupati, Marvey, Pirwadi, Kegav.	80 (05 home stays at each beach)
4	**Water Sports Operators**	Tarkarli, Ganpatipule, Alibag, Dapoli, Juhu Chaupati, Marvey	60 (10 operators from each beach)
5	**MTDC Officers**	Sindhudurg, Ratnagiri, Raigad, Palghar, Thane, Mumbai City, Navi Mumbai.	14 (02 officers from each district)
			Total= 1000(676+170+80+60+14)

The total cumulative sample of 1000. 10 hotels at each beach, 05 home stays at each beach, 05 home stays at each beach, 10 operators at each beach and 02 officers at each beach be selected by random (lottery) sampling method. 676 tourist samples will be selected by infinite population sampling. Because the total visitors/tourists cannot be calculated easily.

A separate questionnaire shall be executed to the operators such as home stay, MTDC properties, non-star hotels, 3 star and 5 star hotels/Resorts, Sports events operators etc.

Policy makers and government officials at each district as also in MTDC would be interviewed to project upcoming developments in near future.

The population size is not well defined for the pausity of authentic data in the government department in the course of study. Even this data would be generated through the interviews of operators and capacity of various establishments.

7. LIMITATIONS OF THE STUDY

Tourism is a very vast subject and has multiple dimensions which are intermixed. Since difficult to study in isolation. Though emphasis is therefore defined on the beach tourism with a focus on emerging fisheries tourism. It's a challenge to cover a vast area spread over 720 km to collect primary data. Expenditure involved in stay and travel during the study period is also a limitation which may be faced by the researcher.

8. CHAPTER SCHEME

Chapter 1: Introduction & Research Methodology
Chapter 2: Trends and mega trends in tourism industry in India
Chapter 3: Status of tourism industry in Maharashtra State
Chapter 4: Data Analysis & interpretation
Chapter 5: Findings and Recommendations

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9.3 Websites:

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